

WATCHES AND JEWELRY

# Tag Heuer x Kith circles back on F1 series

May 6, 2024



*The brand's Formula 1 Series 1 watch is back, this time rolling out with help from streetwear label Kith. Image credit: Tag Heuer*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer is resurrecting a classic ahead of a jam-packed racing event.

Four decades after the first style to feature its name was introduced, the brand's Formula 1 Series 1 watch is back, this time rolling out with help from streetwear label Kith. The colorful limited-edition chronographs launch exclusively at select Tag Heuer and Kith locations in Miami on Friday, May 3.

## Tag Heuer x Kith

Reaching U.S. stores as the 2024 Formula One Miami Grand Prix event starts on May 5, the drop goes live globally on May 6 at 11 am ET in select Tag Heuer boutiques, all Kith shops and online at Kith.com.

The collection offers a blast from the past, recalling the design of the original Tag Heuer Formula 1 Series 1. The Tag Heuer x Kith units retail for \$1,500.

Released in 1986, the coveted watch was Kith founder Ronnie Fieg's first, sparking a passion for collector's items, and serving as the source of inspiration for the collaboration.

Discover our exclusive pop-up store in [#Miami](#) design district for the launch of the [#TAGHeuer](#) Formula 1 | [@KITH](#) collection !

We were pleased to have [@redbullracing](#) driver [@SChecoPerez](#) joined by [#Kith](#) founder, [@RonnieFieg](#).  
[pic.twitter.com/xrAHkZxsqe](https://pic.twitter.com/xrAHkZxsqe)

TAG Heuer (@TAGHeuer) [May 3, 2024](#)

The modern Tag Heuer x Kith accessories include other updates, now sporting sapphire crystal glass and rubber straps, for instance. Just 825 of each 35mm model's colorway will be created.

Featured on each timepiece's dial, strap, and caseback, a new, fused logo is unprecedented, the first to come of any Tag Heuer

partnership so far, including those of a similar theme ([see story](#)).

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